This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1.   (Currently Amended) A method for searching a database in an information

retrieval system according to user-identified geographical location information using a mobile

communications device operating on a wireless network, comprising the steps of:

creating a database for storing at least geographical location information for each of a

plurality of items of interest;

receiving geographical location information corresponding to a location of a user's

mobile communications device;

receiving a search request from the user, and detecting whether the request is to search

the database for items of interest located in a vicinity of the geographical location of the user's

mobile communications device or of a different geographical location identified by the user,

wherein information regarding the different geographical location is preconfigured by the user;

and

generating a search query for items of interest only within a radial distance of the

geographical location identified by the user.

2.   (Previously Presented) The method of searching a database according to claim 1,

wherein the geographical location of the user's mobile communications device corresponds to

the present location of the user's mobile communications device.

3. (Previously Presented) The method of searching a database according to claim 2, wherein the geographical location information of the user's mobile communications device is determined by triangulation of control signal strength received at cell towers surrounding the user's communication device.

4. (Previously Presented) The method for searching a database according to claim 2, wherein the geographical location information of the user's mobile communications device is determined by a GPS receiver within the user's communication device.

5. (Original) The method for searching a database according to claim 1, further comprising the steps of calculating a radial distance surrounding the specified geographical location and searching for items of interest at geographical locations within the calculated radial distance.

6. (Previously Presented) The method for searching a database according to claim 1, wherein the different geographical location specified by the user is a previous location of the user's mobile communications device.

7. (Previously Presented) The method for searching a database according to claim 1, wherein the different geographical location specified by the user is a location known to the

system and is then personalized by the user for a future search as a personalized landmark for a radial search.

8. (Original) The method for searching a database according to claim 6, further comprising the steps of:

receiving a name specified by the user for the specified geographical location;

storing the specified name and corresponding geographical location information as an entry in a locations table; and

upon receiving a request to search for items of interest in the vicinity of a geographical location specified by name,

(i) searching the locations table for the specified name, and

(ii) providing the geographical location information corresponding to the specified name in a search query.

9. (Original) The method for searching a database according to claim 8, further comprising the step of digitally encoding an audio speech signal of the specified name, wherein the digitally encoded signal identifies a specific location and is stored in the locations table.

10. (Original) The method for searching a database according to claim 8, wherein the user pre-configures the locations table with geographical locations at which the user intends to search.

11.   (Original) The method for searching a database according to claim 8, further comprising the steps of:

requesting a user identification before storing a specified name and corresponding location information in the locations table; and

requesting a user identification before searching the locations table,

wherein the specified names and corresponding locations are stored according to the user identification.

12.   (Previously Presented) An information retrieval system for identifying items of interest located within a vicinity of a user-specified geographical location, comprising:

(a)   a database records unit for storing a plurality of information about a plurality of items of interest, including a name of each item of interest search, criteria associated with each item of interest, and a corresponding geographical location for each item of interest, and a corresponding geographical location for each item of interest;

(b)   a geographic locations processor for receiving a user-defined geographical location for searching the database records unit; and

(c)   a database index for generating a search query including the user-defined geographical location.

13.   (Previously Presented) The information retrieval system according to claim 12, further comprising a question generator table for prompting a user to provide a user-defined geographical location for searching the database records unit.

14.   (Original) The information retrieval system according to claim 13, wherein the question generator table provides digitized audio speech signals as prompts to a user's mobile communications device.

15.   (Original) The information retrieval system according to claim 14, wherein the information retrieval system digitally encodes responses to the prompts to create the search query in the database index.

16.   (Original) The information retrieval system according to claim 12, wherein the geographic locations processor processes user-defined location information provided by a user's mobile communications device, upon receiving an indication from the user, and provides location information to a database index for generating a search query.

17.   (Original) The information retrieval system according to claim 16, further comprising:

a geographic locations name encoder for receiving and encoding user-defined geographic location names corresponding to geographical location information provided by a user's mobile communications device; and

a geographic location database for storing encoded user-defined geographical location names and corresponding geographical location information provided by users for future database searches.

18. (Currently Amended) A method for performing a search on an information retrieval system to identify items of interest in a vicinity of a user-specified geographical location, comprising the steps of:

(a) providing informative prompts to prompt a user to provide search criteria;

(b) detecting a request by the user to search for items of interest in a vicinity of the user's present location;

(c) requesting geographical location information from a user's communication network carrier, representing a present geographical location of the user's communication device;

(d) receiving geographical location information provided by the user's network carrier; and

(e) generating a search query for items of interest only within a radial distance of the present location of the user's communication device,

wherein the radial distance is determined such that a minimum number of search results

will be identified by the search.

19.   (Original) The method for performing a search according to claim 18, wherein

the geographical location information provided by the user's network carrier is the cellular site in

which the user's communication device is registered, and the information retrieval system

searches for items of interest in the identified cellular site and neighboring cellular sites.

20.   (Original) The method of searching according to claim 18, wherein the

geographical location information provided by the user's network comprises geocoded

geographical coordinates of the user's communication device.

21.   (Original) The method of searching according to claim 18, wherein the user's

communication device is a landline telephone, and the location information provided by the

user's network is an address.

22.   (Canceled) The method of searching according to claim 18, wherein the radial

distance is determined such that a minimum number of search results will be identified by the

search.

23.   (Original) The method of searching according to claim [22] 18, wherein the radial distance is determined by business density information stored according to zip code.

24.   (Original) A method for performing a search on an information retrieval system to identify items of interest in a vicinity of a user-defined geographical location, comprising the steps of:

(a)   configuring a table of names of geographical locations defined by a user and geographical locations corresponding to the names;

(b)   detecting a request by the user to search for items of interest in a vicinity of a location stored in the table;

(c)   receiving a name of a geographical location;

(d)   searching the table for the named geographical location and the corresponding location information; and

(e)   generating a search query for items of interest in the vicinity of the named geographical location.

25.   (Original) A method for searching an information retrieval system for items of interest in a vicinity of a user-specified location, comprising the steps of:

(a)   detecting a request by a user to search for items of interest in a vicinity of a user-specified location;

(b)   determining whether the user requests to search according to the user's present

location or a location stored in a table of locations pre-configured by the user; and

(i)   if the user request is to search according to the present location, requesting

location information from a network carrier for the user's mobile communications device,

and

(ii)   if the user request is to search according to geographical location

information provided in the pre-configured table of locations, requesting location

information from the pre-configured table of locations; and

(c)   generating a search query using the provided geographical location information.